WHAT IS CLAIMED IS:

1. A consumer apparatus responsive to a user-input for initiating retrieval of data from a server under control of a predetermined URL specific to a type of the apparatus, the data representing content information about the context of usage of the apparatus.

2. The apparatus of claim 1, comprising an Internet-access functionality.

3. The apparatus of claim 1, comprising a memory for storage of the URL.

4. The apparatus of claim 1, wherein:
- the apparatus has a remote control device; and
- the device has a dedicated button for initiating the retrieval of the data.

5. A proxy device for representing an apparatus on a home network, wherein the proxy is responsive to a user-input for initiating, via a gateway, retrieval of data from a server under control of a predetermined URL specific to a type of the apparatus represented.

6. The proxy of claim 5, wherein the data represents content information about the context of usage of the apparatus.

7. The proxy of claim 5, storing the URL.

8. The proxy of claim 7, wherein the URL is programmable.

9. The proxy of claim 5, responsive to a wireless signal.

10. The proxy of claim 9, for transmitting a further signal with a unique identifier upon receiving the signal.

11.   A remote control device for control of a consumer apparatus, wherein:

- the device has a key dedicated to initiating, via the apparatus, retrieval of data from a server; and

- the data represents content information specific to the context of usage of the apparatus.

12.   The device of claim 11, storing an identifier representative of a URL of a file at the server.

13.   A method of enabling a service provider to provide a service via the Internet to a user of a consumer apparatus, the method comprising:

- enabling the user to initiate via the apparatus sending of a request with an identifier representative of a type of the apparatus to a server on the Internet; and

- upon receipt of the request by the server initiating user access to a web page with content information about a context of using the apparatus.

14.   The method of claim 13, comprising creating a data base of the type per user.

15.   The method of claim 13, comprising creating a data base of URLs per user.

16.   The method of claim 13, comprising providing the apparatus with an identifier for a web page.